

62

Be

HENLEY FLORAL COMPANY
~~1961-1962~~ 1962-1963
 WHOLESALE PRICE LIST

Prices listed effective during Fall and Winter of 1962-1963

	Per 100	Per 1000		Per 100	Per 1000
<u>ACHYRANTHES</u>			<u>DUSTY MILLER</u>		
<u>Brilliancy (bright red)</u>			<u>Upright Fern Leaf Type</u>		
<u>Burgundy (darker red)</u>			<u>Rooted Cuttings.....</u>		
<u>Yellow-Green Variegated</u>			<u>2 1/4 inch.....</u>		
<u>Your Choice, Named (or assorted)</u>			<u>Branched 2 1/4 inch.....</u>		
<u>Rooted Cuttings...\$4.50</u>			<u>Heavy 3 inch.....</u>		
<u>2 1/4 inch10.00</u>			<u>IMPATIENS SULTANI</u>		
<u>Branched 2 1/4 inch.12.00</u>			<u>Bright red, Dark Salmon,</u>		
			<u>Light Pink, Dark Pink,</u>		
			<u>Orchid, Wine, White</u>		
<u>AGERATUM</u>			<u>Your Choice, Named (or assorted)</u>		
<u>Improved Riverside</u>			<u>Rooted Cuttings... \$5.00</u>		
<u>Devon Blue</u>			<u>Branched 2 1/4 inch.. 12.50</u>		
<u>Your Choice, Named (or assorted)</u>			<u>LANTANAS</u>		
<u>Rooted Cuttings... 3.75</u>			<u>Michael Schmidt (orange)</u>		
<u>Bushy 2 1/4 inch.....12.00</u>			<u>Radiation (red)</u>		
			<u>Caprice (pink)</u>		
<u>ARTILLERY PLANT</u>			<u>Golden King (yellow)</u>		
<u>Upright type</u>			<u>Snow White (white)</u>		
<u>Spreading type</u>			<u>Weeping (lavender trailing)</u>		
<u>Your Choice, Named (or assorted)</u>			<u>Your Choice, Named (or assorted)</u>		
<u>Rooted Cuttings...\$3.75</u>			<u>Rooted Cuttings..... \$5.00</u>		
<u>2 1/4 inch.....10.00</u>			<u>2 1/4 inch..... 11.00</u>		
<u>Branched 2 1/4 inch..12.00</u>			<u>Branched 2 1/4 inch.... 12.50</u>		
<u>ASPARAGUS SPRENGERI</u>			<u>POINSETTIAS</u>		
<u>Planted 2 seedlings per pot</u>			<u>Strong 2 1/4 inch grown in peat pots</u>		
<u>Average 2 1/4 inch... \$10.00</u>			<u>Barbara Ecke Supreme\$22.50</u>		
<u>Heavy 2 1/4 inch..... 12.00</u>			<u>Imp. Ecke White..... 22.50</u>		
<u>COLEUS, BRIGHT COLORS</u>			<u>New Ecke Pink..... 22.50</u>		
<u>Beckwith Gem, Brilliancy,</u>			<u>VINCA VARIEGATA</u>		
<u>Christmas Gem, Golden Banded,</u>			<u>Highly Colored. Well Variegated</u>		
<u>Hollywood Red, Max Levering,</u>			<u>Rooted Cuttings\$4.75</u>		
<u>Golden Bedder, Dark Butterfly,</u>			<u>Branched 2 inch12.00</u>		
<u>Mrs.C.H. Harding, Verschaffelti,</u>			<u>Bushy 3 inch</u>		
<u>Yellow Bird, Trailing Queen,</u>			<u>with 3-5 shoots.....20.00</u>		
<u>and Red Trailing Queen</u>			<u>with 7-10 shoots....25.00</u>		
<u>Your Choice, Named (or assorted)</u>			<u>Field Clumps</u>		
<u>Rooted Cuttings.. \$4.00</u>			<u>many shoots.....20.00</u>		
<u>2 1/4 inch 10.00</u>					
<u>Branched 2 1/4 inch. 12.00</u>					

PELARGONIUMS
(Martha Washington Geraniums)
GUARANTEED TO BLOOM

if our growing directions are followed.

Send for cultural directions and our complete price list of varieties. All colors available-white, pink, orchid, lavender, red, salmon, pansy-types.

Send for descriptive price list of 45 best pot plant varieties

STANDARD VARIETIES

	Per 100	Per 1000
Rooted Cuttings...	\$15.00	\$140.00
2½ inch	20.00	190.00
Heavy 3 inch.....	27.50	260.00
Heavy 4 inch.....	50.00	450.00
5 and 6 inch.in April and May		

PREMIUM VARIETIES

	Per 10	Per 100
Rooted Cuttings...	\$2.30	\$20.00
2½ inch.....	3.00	25.00
Heavy 3 inch	4.00	35.00
Heavy 4 inch	6.00	55.00
5 and 6 inch in April and May		

PELARGONIUM ASSORTMENT SPECIALS

	2½ inch Standard Varieties	2½ inch Premium Varieties
5 each of 10 varieties, named	\$11.50	\$14.50
10 each of 10 varieties, named	21.50	27.50
20 each of 10 varieties, named	40.00	50.00

TERMS OF SALE

DISCOUNTS AND PAYMENTS: 2% discount for cash with order; 1%/10 days; net/30 days from date of invoice.
Include estimated postage with cash parcel post orders.

QUANTITY RATES: 25 of a kind and size at 100 rates; 400 of a kind and size at 1000 rate.

NO PACKING CHARGE on orders of \$10.00 or more. Add \$1.00 packing on orders of less than \$10.00.

CLAIMS FOR LOSS OR DAMAGE: File with delivery agent immediately. We pack all orders carefully, but cannot be responsible for loss due to neglect or delay enroute.

HENLEY FLORAL COMPANY
1510 So. Walnut St.
Hartford City, Ind.
DIAL 348-0810

BULK RATE
U.S. POSTAGE
PAID
Hartford City, Ind.
PERMIT No. 28

1962-1963
WHOLESALE
BEDDING PLANT
PRICE LIST

NATIONAL AGRICULTURAL LIBRARY
RECEIVED

JAN 20 1963

PELARGONIUMS

LADY WASHINGTON GERANIUMS

(Pelargonium Domesticum)

WHOLESALE PRICE LIST

Pelargoniums are a popular blooming plant for spring sales during April, May, and June. All sizes, 2½ inch through 6 inch and larger sizes, will bloom during this spring period. We list below 45 of the best pot plant varieties.

We have specialized in the propagation and shipping of pelargoniums for the past 48 years, and spare no expense to produce top-quality plants free from injurious insects and disease. With each order we enclose a cultural leaflet giving suggested soil mixtures, pinching dates, insect and disease control measures, and information about how to prevent shattering of the petals.

PREMIUM VARIETIES

WHITE & LIGHT PINK

ALL MY LOVE: Upper petals white with large crimson blotches with narrow outer margin of white. Lower petals usually pure white. Striking variety sometimes described as a large pansy-faced pelargonium.

CHERIE: Very light pink, sometimes almost white. Soft pink blotches on petals. Very free blooming and low compact growth. Early.

SPRINGSONG: Large light rosy-pink flowers with white throat. Upper petals blotched and veined with deep crimson. Very early.

RED & CRIMSON

FIRE DANCER: Rich crimson with chocolate blotches. Ruffled flowers on upright compact plant. Profuse bloomer. Early.

FLAMINGO: Brilliant vermillion with a carmine reverse. Large flowers on low, compact plant. Terrific bloomer. Very early.

ROUGE: Very dark red, almost black, but with enough brightness to give life to the flower. Large ruffled blooms on low compact plant. Very early.

SALMON

CHORUS GIRL: Bright salmon with throat and edges of petals a clear lavender. Ruffled flowers. Very unusual color combination. Very early.

JESSICA MAY: Light salmon-red with large flowers. A good bloomer on a good strong plant. Early.

KING MIDAS: Light salmon, sometimes a golden salmon, with large frilly-edged flowers. Compact plant with a long blooming season. Very early.

MELISSA: Light salmon-pink changing to clear pink. Small blotches and veins on upper petals. Low compact plant with wavy petals. Very early.

SOLANO: Clear pinkish-salmon with burnt orange and brown blotches. Large heads of ruffled flowers. Early.

ORCHID

CORSAGE: Clear orchid-pink with large flowers. Low growing plant with the blooms held above plant. Very early with long blooming period.

WALTZ TIME: Bright silvery orchid with large ruffled flowers. Distinctive color. Upright grower with excellent foliage. Early.

STANDARD VARIETIES

RED

AZALEA: Rosy red with large ruffled flowers with dark blotches. Compact free-blooming plant. Early.

EASTER GREETING: Rose-red with large dark blotches on each petal. Makes a low compact plant. Very early.

GRAND SLAM: Bright rose-red. Compact, free-flowering variety with large ruffled flowers. One of the best reds grown. Early.

LOWELL: Vivid scarlet-red with black blotches on all petals. Slight cast of salmon at times. Very early.

MARIE VOGEL: Rosy-red shaded with salmon. Dark blotches on upper petals. Very large flowers with wavy petals. Blooms early over a long period. One of the best.

MRS. F. BACHLER: Deep rose-red with dark blotches. Strong grower with large flower heads. Early.

PINK

CIRCUS DAY: Dark pink with blotches on upper petals. Large head of blooms. Excellent variety. Very early.

LOIS MAC KAY: Soft rose with brown blotch and veins on upper petals. Large flowers. Early.

LUCY BECKER: Rosy-pink. Sport of the popular Easter Greeting. Very early.

MACKENSEN: Very large rose pink with soft veins on all petals. Makes bushy free-blooming plant. Early.

PINK GARDENER'S JOY: Clear strawberry pink with plum veins and dark blotch on upper petals. Early.

PINK VOGEL: Clear pink with blotches on upper petals. Large heads of ruffled flowers. Early.

SANTA MONICA: Light pink with carmine blotches. Large round petals. Early.

SPRINGTIME: Strawberry pink with white edges and throat. Large, showy, ruffled flowers. Early.

STANDARD VARIETIES

SALMON-PINK & SALMON

- EDITH NORTH:** Salmon-pink shaded deeper on upper petals. Brown blotches. A vigorous grower. Should be pinched to make a bushy plant. Early.
- GROSSMAMA FISCHER:** Same as Grandma Fischer. Rich clear salmon with large ruffled flowers. Early.
- MAC KAY NO. 2:** Dark salmon-pink with blotches. Large flowers. Early.
- SALMON SPRINGTIME:** Bright salmon-rose with light edge and white throat. Colorful and early.

LAVENDER * ORCHID-PINK * PURPLE

- BEVERLY HILLS:** Orchid-pink with large ruffled flowers. Large flower heads. Compact plant. Very early.
- GERMAN GLORY:** Same orchid-pink color as Beverly Hills, and similar in almost every way.
- LAVENDER BACHLER:** Clear lavender sport of Mrs. F. Bachler. Strong upright grower with large flowers. Early blooming variety.

WHITE

- MRS. MARY BARD:** Pure white with light pink veins. Compact grower. A very early bloomer.
- GARDENER'S JOY:** White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Early.
- GAY NINETIES:** White upper petals with medium-sized blotches. Lower petals with a few veins to center. Large round ruffled flowers. Early.
- MAC KAY NO. 10:** White tinged with pink. Popular white variety. Early.

PANSY-TYPE PELARGONIUMS

- MRS. LAYAL:** Flowers are white, black, dark purple, etc. to resemble pansy. Small flowers. Free blooming. Very early blooming variety.
- CHICADEE:** Small pansy-like flowers with deep violet blotches on upper petals and violet eyes on lower petals. Free blooming. Very early.

- BABY SMOOKS:** Medium-sized pansy-type flowers. Orchid-pink with deep red-black and violet coloring. A long blooming variety. Early.
- SALINA:** A large-flowered pansy-type pelargonium. Large round petals with crimson and pink coloring. A very showy variety. Early.

PRICE LIST

STANDARD VARIETIES

Size	Per 10	Per 100	Per 1000
Rooted Cuttings	\$1.75	\$15.00	\$140.00
2 1/4 inch	2.30	20.00	190.00
3 inch, branched	3.25	27.50	260.00
4 inch, branched	5.50	50.00	400.00
5 inch	Available in March, April and May at our		
6 inch	greenhouses. Write for prices.		

PREMIUM VARIETIES

Size	Each	Per 10	Per 100
Rooted Cuttings		\$2.30	\$20.00
2 1/4 inch	35c	3.00	25.00
3 inch, branched	45c	4.00	35.00
4 inch, branched	65c	6.00	55.00
5 inch	Available in March, April and May at our		
6 inch	greenhouses. Write for prices.		

ASSORTMENT SPECIAL

2 1/4 INCH STANDARD VARIETIES

5 each of 10 varieties, named	\$11.50
10 each of 10 varieties, named	21.50
20 each of 10 varieties, named	40.00
Above offers made so that you may have a good assortment at reasonable cost.	

ASSORTMENT SPECIAL

2 1/4 INCH PREMIUM VARIETIES

5 each of 10 varieties, named	\$14.50
10 each of 10 varieties, named	27.50
20 each of 10 varieties, named	50.00
Above offers made so that you may have a good assortment at reasonable cost.	

TERMS OF SALE

PAYMENTS: 2% discount for cash with order; 1%/10 days; net/30 days from date of invoice.

QUANTITY RATES: Less than 10 total at "each" rate; 5 of a variety at 10 rate; 25 of a variety at 100 rate; 400 or more total plants at the 1000 rate where listed.

SUBSTITUTIONS: If no substitution is permissible, mark "no substitution" on orders. Otherwise, if necessary, we will substitute a similar variety to make prompt shipment.

NO PACKING CHARGE on orders of \$10.00 or more. Add \$1.00 for packing on orders that total less than \$10.00.

CLAIMS FOR LOSS OR DAMAGE: File a claim with delivery agent immediately. We pack all orders very carefully but can't be responsible for loss due to neglect or delay.

WE INTEND TO SATISFY: If any shipment is not as we represent please report to us within 10 days. We will make prompt adjustment with you if the fault is ours.

HENLEY FLORAL CO.

Pelargonium Specialists

R. M. HENLEY
1510 S. Walnut St.

DIAL 348-0810
Area Code 317

WM. R. HENLEY
Hartford City, Ind.

62

Be

POINSETTIA PRICE LIST

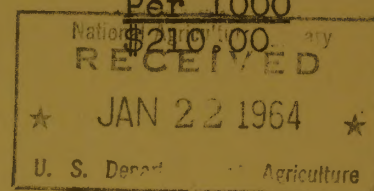
July 1963

HEAVY CUTTINGS TAKEN FROM SUPER JUMBO STOCK PLANTS

All Plants grown in steam-sterilized sand and soil

OUR 2 1/4 INCH POINSETTIA ARE GROWN AND SHIPPED IN PEAT POTS

	Per 100	Per 1000
BARBARA ECKE SUPREME, 2 1/4 inch.....	\$ 22.50	\$210.00
Patented variety, Bracts are bright red and flexible. Bracts are large and extra wide. Best red variety ever developed.		
NEW IMPROVED ECKE WHITE, 2 1/4 inch.....	\$ 22.50	\$210.00
Patented variety. Has clear white, very wide bracts. Improvement over regular Ecke White. Makes well shaped plant.		
NEW ECKE PINK, 2 1/4 inch.....	\$ 22.50	\$210.00
Large, Flexible bracts are a clear pink. Much better color than older pinks.		



DELIVERY DURING JULY, AUGUST, SEPTEMBER, OCTOBER AND LATER
Cultural circular enclosed with each shipment
PLACE YOUR ORDER EARLY TO GET YOUR PREFERRED SHIPPING DATE

*** TERMS OF SALE ***

We allow a 2% discount for payment with order
1%/10 days; net/30 days to rated firms

250 OF A VARIETY OR 1000 OR MORE TOTAL PLANTS AT 1000 RATE

SHIPPING INFORMATION

Shipments can be made by railway express, air express, air freight or parcel post. Specify your choice.
NO PACKING CHARGE

"CALL FOR" INFORMATION

If you call at our greenhouses for your plants, please bring your own flats if possible. Or we can have your plants packed in boxes ready for you when you arrive.

DELIVERY BY OUR TRUCK

We will make delivery of your order to your greenhouse in our truck for only 9¢ per mile round trip mileage. Safe, quick delivery guaranteed.

GREENHOUSE HOURS

Open Monday thru Saturday from
7:00 A. M. to 5:00 P.M.

HENLEY FLORAL COMPANY

R. M. Henley
1510 So. Walnut St.
Hartford City, Indiana

PHONE 348-0810

GROWERS OF TOP-QUALITY PLANTS FOR 49 YEARS

